

# Caravan

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A PUBLICATION OF R.J. REYNOLDS TOBACCO CO.

## Doral ... from goodness to greatness

Constantly striving to offer adult smokers higher-quality products, unique programs and greater customer satisfaction.

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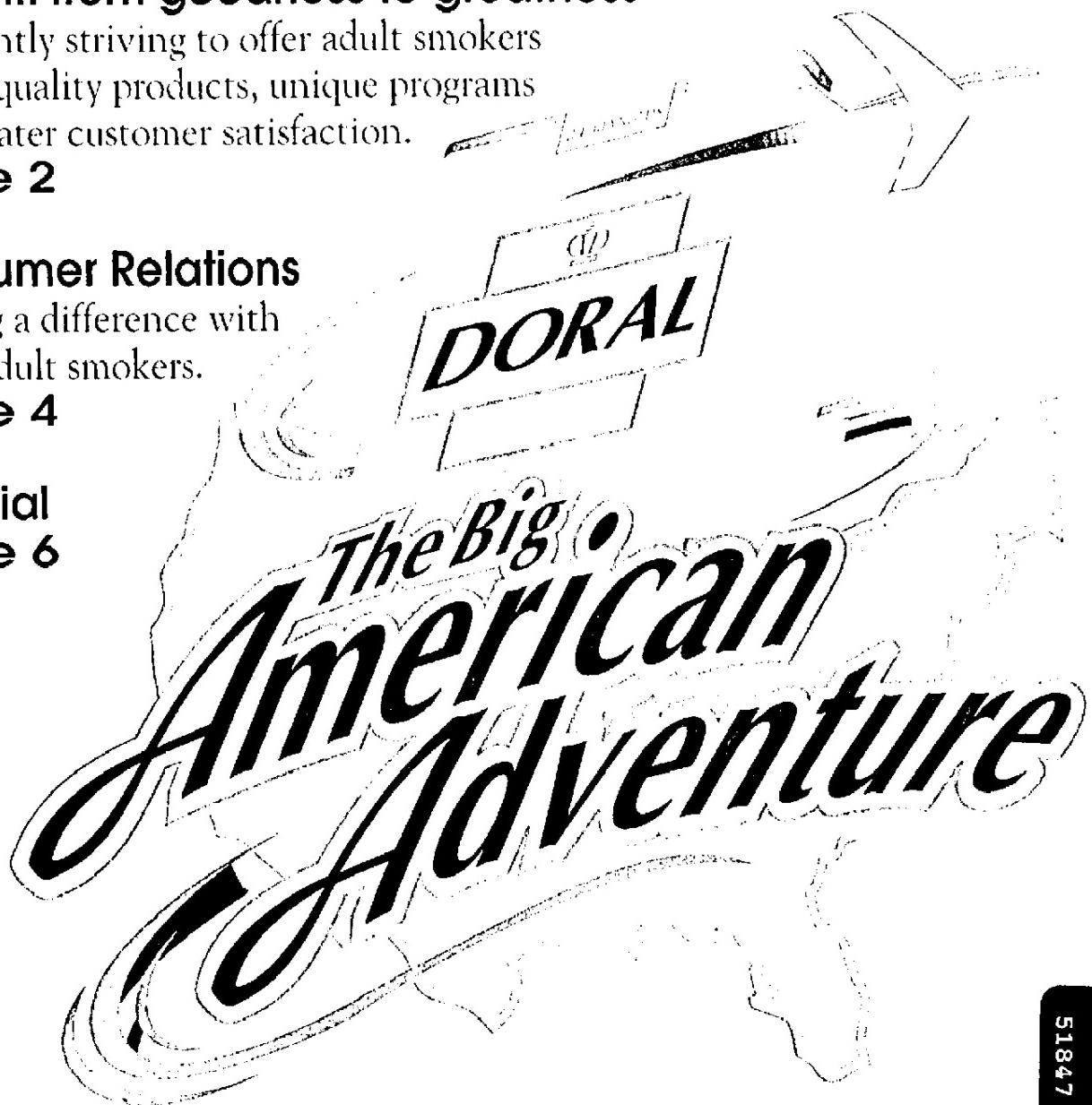
## Consumer Relations

Making a difference with RJR's adult smokers.

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## Editorial

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# GOODNESS TO GREATNESS

## Doral strives to give adult smokers more

You may already know that Doral is the best-selling savings brand in America. But did you realize that Doral is also the second largest-selling brand in the U.S., the fastest-growing cigarette brand in the tobacco industry, and the savings brand with the highest

satisfaction and loyalty ratings among adult smokers?

With a record like that, it would be easy to assume that Doral is ready to sit back and ride the wave of success. But, according to Scott Rhodes, marketing director for Doral, that is

not the brand team's intention. In fact, they've raised the bar again — implementing a packaging change and a promotion called the "Big American Adventure Sweepstakes."

"The Doral brand-team motto — goodness to greatness — has been the inspiration for the brand's marketing strategy," says Rhodes. "We are constantly striving to offer adult smokers more — higher-quality products, unique programs and greater customer satisfaction."

Doral's new packaging emphasizes this "cares more" attitude by featuring the brand's premium-taste guarantee.

Beginning in June, Doral will offer adult smokers the chance to be a part of the brand's "Big American Adventure."

**Discover  
Doral's New Look  
And Win!**

*The Big  
American  
Adventure*

Ten lucky winners.

**SUPER SAVINGS**  
Albuquerque, NM

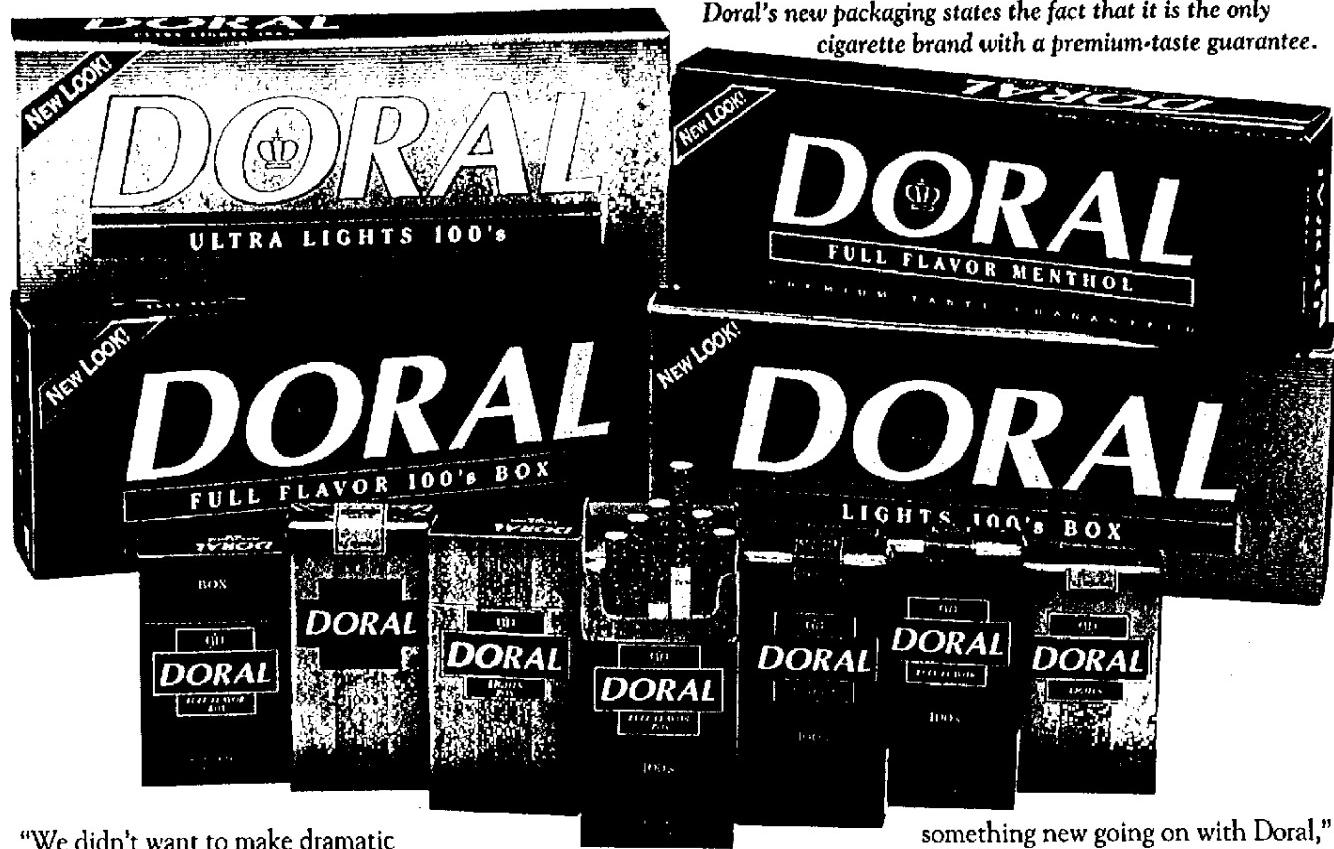
**SURGEON GENERAL'S WARNING:** Quitting Smoking Now Greatly Reduces Serious Risks to Your Health.

**DORAL**  
CIGARETTES

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Doral's new packaging states the fact that it is the only cigarette brand with a premium-taste guarantee.

"We didn't want to make dramatic changes to the packaging, but rather build off the success of the original pack," says Michelle Soyars, marketing manager for Doral. "Adult franchise and competitive smokers have told us that they prefer the look of Doral's packaging to other savings-segment brands. By updating the packaging and drawing attention to the fact that Doral is the only cigarette brand to offer a premium-taste money-back guarantee, we are solidifying Doral's franchise loyalty and giving adult-competitive smokers another reason to try the brand."

To highlight the packaging change, Doral will introduce the "Big American Adventure Sweepstakes" promotion starting in June. Winners will be treated to a 9-day, 8-night trip which includes:

**Day 1:** Winston-Salem, N.C., for a tour of RJR's Tobaccoville facility and a Doral team welcome reception; **Day 2:** Memphis, Tenn., for a VIP tour of Graceland and dinner cruise aboard a Mississippi Riverboat; **Day 3,4:** Las Vegas, Nev., for gambling, shows and a luncheon trip to the Grand Canyon via helicopter; **Day 5:** San Diego, Calif., for a sunset sailboat cruise; **Day 6,7:** Albuquerque, N.M., for a hot-air balloon ride and sightseeing; **Day 8:** Atlanta, Ga., for a Doral Celebration where sweepstakes winners are the guests of honor; **Day 9:** Return to home cities.

To enter into the sweepstakes, adult smokers must complete entry forms available through magazines, retail locations and Doral's direct-mail program.

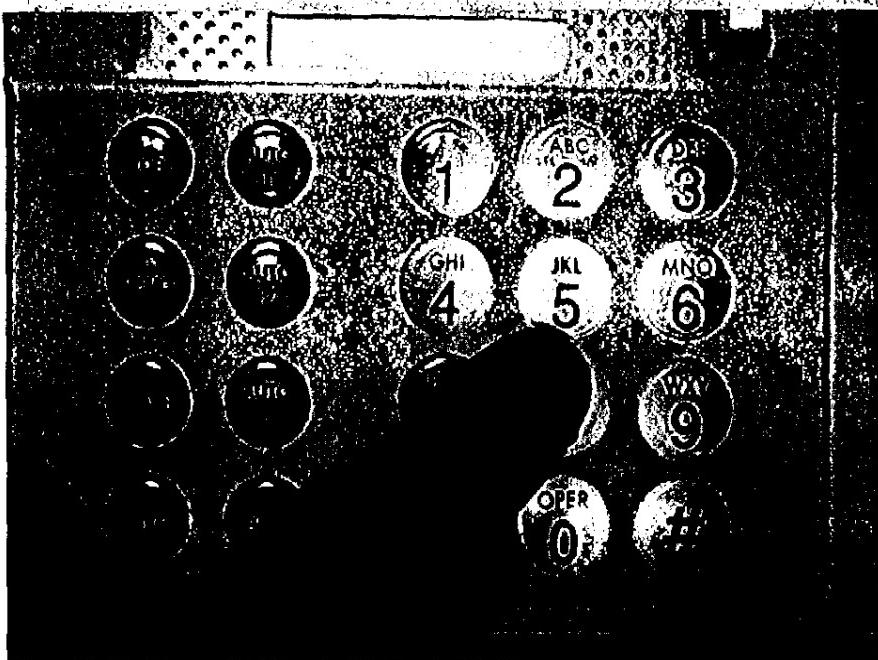
"We wanted to create some excitement around the new pack — let adult smokers know that there is

something new going on with Doral," says Rhodes. "This event fits the upbeat American spirit and heartland values of Doral's adult smokers, as well as the brand's positioning. We want adult franchise and competitive smokers to know that Doral is willing to go the extra mile."

According to Rhodes, many departments have contributed to Doral's ability to go the extra mile for adult smokers. "Updating Doral's packaging was a complex project — there was a wonderful spirit of cooperation from across the company," he says. "Thanks to these efforts, Doral continues to reach for success and growth in the marketplace."

*Reynolds Tobacco employees will also have the opportunity to win a seat aboard the "Big American Adventure" through an RJR employee contest that will be offered in June. ■*

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## ALL IN A DAY'S WORK

### Consumer relations is making a difference with RJR's adult smokers

Whether at work or at home, there are days when it seems as though the phone rings at least 1,000 times — distracting us from our daily tasks. For employees of R.J. Reynolds Tobacco Co.'s consumer relations department, answering 1,000 telephone calls is all in a day's work.

For more than 20 years, consumer relations has been working to answer adult smokers' requests, questions and concerns about RJR's products and marketing programs.

John Dean, who heads up RJR's consumer relations department, says, "Consumer relations works to maintain brand loyalty among adult smokers of RJR brands through quick and timely responses to their questions and concerns."

In fact, statistics have shown that a

customer with a properly resolved issue is more loyal than a customer with no issue at all. "Our motto is: 'We Make a Difference,'" says Nancy Montgomery of consumer relations. "And, according to the Consumer

Satisfaction Index (CSI) — a system we use to measure customer satisfaction — adult smokers rate our department at 90.5 percent. That's 10 percent better than the overall consumer-product industry average."

In 1997, consumer relations answered approximately 260,000 calls, received 15,000 letters and mailed out a half-million responses. Outside suppliers such as Bellomy Research, which assists RJR with direct customer calls like order-form requests, reported 400,000 contacts last year. In 1998, the department anticipates it will receive 2.5 million contacts, with 264,000 of those contacts handled internally.

Interaction with adult smokers enables consumer relations to provide the marketing, sales and manufacturing departments with vital information about RJR's advertising cam-



Thanks to technology, RJR's consumer relations department is able to answer adult smokers' questions and requests 24 hours a day, 7 days a week.



Chad Fulton responds to adult smokers' mail-order requests for Winston cigarette-brand offers.

paigns, promotions and products. "We try to identify emerging advertising and product issues early on so that the needed adjustments can be implemented quickly," says consumer-relations team member Cyrus Bowman. "This was particularly important during the test market and national launch of Winston's No-Bull campaign. The reports we provided about adult smokers' questions and issues allowed the brand to make necessary modifications to the campaign."

In 1989, Winston was the first brand team at RJR to use an 800 number to obtain adult smokers' feedback. In 1991, all of RJR's brands began utilizing the telephone system — the same year Reynolds Tobacco introduced its brand continuity programs.

"Technological advances in telephone communications help the department answer frequent requests for catalogs and order forms, and update mailing-list information in a cost efficient and timely manner," says Deborah Bratton, who works in the department's internal systems and public information areas. "However, it's our consumer-relations representatives who handle questions on RJR's brand programs and campaigns, and tobacco industry issues."

According to Mary Ann Usrey, the most challenging part of working in consumer relations is staying abreast of brand changes, new promotions and external-tobacco issues. "We have to

be able to address issues and questions in an efficient and professional manner," she says.

To prepare representatives to handle such calls, they are put through a six-week training course that covers a wide variety of issues including telephone etiquette, company policies and programs, manufacturing processes, external issues, and how to diffuse anger from a hostile caller.

"By responding appropriately to customers' issues and questions, we ensure that adult smokers remain loyal to RJR brands," Dean says. "It's our job to be wonderful listeners and let our smokers know that we are here to help." ■



Last year, RJR's consumer relations department received 15,000 letters from adult smokers and mailed out a half-million responses. (Left) Jannie Williams and Cheryl Morris sort through letters sent by RJR's adult smokers.

# Smoking Hypocrisy

by John Corry, senior correspondent

April 21-27, 1998

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Hypocrisy is seldom in short supply in Washington, of course, but now the cup runs over. The pretense that the anti-tobacco bill winding its way through Congress is all about stopping kids from smoking is the worst kind of political piety. When Bill Clinton said on Monday that he would work at getting the bill passed because "We are fighting for the lives of our children," he was giving even shamelessness a bad name. The bill is about money and what politicians want to do with it, and the kids are mostly an excuse.

Some background here first: Last June the tobacco companies reached a \$368.5 billion settlement with state attorneys general. The companies would pay the money over 25 years to settle the claims against them, and pay for anti-smoking programs. They would also restrict their advertising; in other words, surrender their First Amendment rights. In return they would get, among other things, an end to class-action suits.

But then Congress got in on the act. If the attorneys general could get \$368.5 billion out of Big Tobacco, then surely it could get more. Republican John McCain pushed a bill through the Senate Commerce Committee that would raise the figure to \$516 billion. Indeed McCain had no trouble doing this at all. The kids had to be protected from smoking, and the now thoroughly demonized tobacco companies had to be punished. The bill sailed through the Commerce Committee on a vote of 19 to 1.

It is, nonetheless, a tax bill, and if passed into law it will be the largest consumer tax increase in American history. In theory it would raise the price of a pack of cigarettes by \$1.10, but in practice it would raise it even more. The tobacco companies would pass the \$1.10 increase on to the cigarette wholesalers, who would then pass it on to the retailers, who, of course, would pass it on to the consumers. Wall Street analysts estimate that this would drive the price of a pack of cigarettes up by \$2 or more.

Most of this, however, would be paid by those who can afford it the least: poor people and people

in the lower middle class. The nonpartisan Tax Foundation estimates that about one-third of the new tax burden would be picked up by those earning less than \$15,000 a year; about three-fifths would be paid by those earning less than \$35,000 a year.

The Democrats who support this are surrendering their traditional hostility to regressive taxes. (Cheapskate charity donor Al Gore says even \$1.10 is too low; the tax should be \$1.50.) They are doing it for the smokers' own good; and besides, they can do wonderful things with the \$516 billion: child care, health care, education projects, and bigger and better bureaucracies. In fact, the administration has already factored the tobacco money into its proposed expenditures.

Unfortunately the Republicans seem willing to go along. They lack the nerve to pass a tax cut based on the budget surplus, and so they would use the tobacco money to finance a tax cut instead. Newt Gingrich may have said over the weekend that the McCain bill was really a "very liberal, big government, big bureaucracy bill," and so he thought it might not fly, but Newt has been all over the tobacco issue in recent months, and it is hard to know where he might end up next.

Meanwhile none of this has anything to do with good government, and it is hard to know what possessed the supposedly conservative John McCain. As the *New York Times* has noted, "Mr. Clinton and Mr. McCain are marching down a path arm in arm." It should also be noted that the McCain bill would also cancel the tobacco companies' immunity from class action suits, which would be a huge boon for an important Democratic constituency: the trial lawyers.

And what about kids smoking? The best estimate is that only 3 to 5 percent of all cigarettes are sold to teenagers, and, as a Cornell University study said earlier this month, "Higher taxes will have a statistically insignificant impact on youth decisions to start smoking."

Congress should back away from the anti-tobacco bill, and McCain should come home where he belongs. ■

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## faces

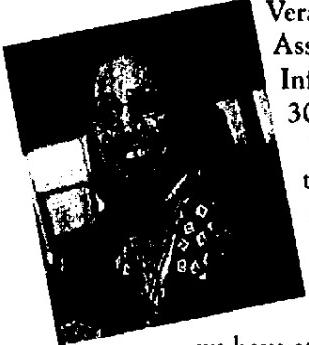
## FOCUS

# If you could talk to "old man RJR" what would you say?

Vera Williams  
Associate support analyst  
Information resources

30 years of service

"After introducing myself, I would thank Mr. Reynolds for starting such a wonderful company. My husband Nate, who also works at RJR, and I have been able to put two sons through college thanks to the jobs we have at Reynolds Tobacco. Even though RJR has seen some tough times, this is still a great company to work for. I wouldn't want to work anywhere else."



Taylor Joliff  
Leaf manager  
Leaf operations  
22 years of service

"If I had the chance to talk to R.J., I'd ask him two questions. First, 'What did you do to make RJR a big part of employees' lives, rather than just a place to work?' I say this because there is a real loyalty at RJR

that I've never seen anywhere else. People take pride in being a part of Reynolds Tobacco Company. Second, 'When you made your first tobacco purchase, did you have any idea that it would develop into a company?' Every tobacco buyer remembers the first pile of tobacco he purchased — where it was bought, how much it cost and how it was graded. You never forget the excitement of that moment. For me, I knew at that moment that leaf buying was what I wanted to do for the rest of my life."



Deidra Thompkins  
Assistant marketing manager - Doral  
2 years of service

"In light of the negative publicity the tobacco industry has received, I would ask R.J. about pulling together an ad campaign that emphasizes the positive aspects of working in tobacco. Unfortunately, many people perceive the industry as

evil. But we are really just regular people who are trying to pay our mortgages and other bills. It's not too late to show people the positive aspects of working at RJR."

William Penn  
Changeover coordinator  
Whitaker Park - Unit 1, day shift  
31 years of service

"First, I would thank Mr. Reynolds for locating his company here in Winston-Salem. This company has provided jobs for generations of families here in the Piedmont. And because of his community support, our city has grown and we've all benefited from the improvements that the Reynolds family made possible — public medical clinics and hospitals, schools and colleges. Second, I would apologize to him because, in the past, we haven't always made the right decisions with his business. We're back on track now — trying to regain our position in the tobacco industry. And, if I have anything to do with it, Reynolds Tobacco will return to the Number 1 position."



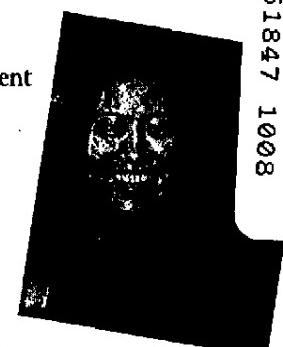
Neal Clendenin  
Print shop/document services  
22 years of service

"I'd ask R.J. what he thought about the proposed tax bills before Congress. One tradition that Mr. Reynolds started, that's still in place here, was hiring people with excellent minds. After these issues get settled, our company leaders will help us clamp down and identify the most beneficial course for this company. We all still have the drive to take a hard situation and turn it into a positive. From what I've heard about Richard Joshua Reynolds, he was a realist. And, I imagine that he'd want us to assess the situation, adjust and move on."



Yong Yi  
Engineer III  
Process control engineering department  
Tobaccoville  
4 years of service

"People say that history repeats itself. And because Mr. Reynolds was founder of our company and had his experience with turning a small business into a giant corporation, I would ask him one question. 'What would he consider to be the techniques that we should use to remain a strong organization, to succeed through the uncertainties, and to become the leader in the industry once again?'" ■



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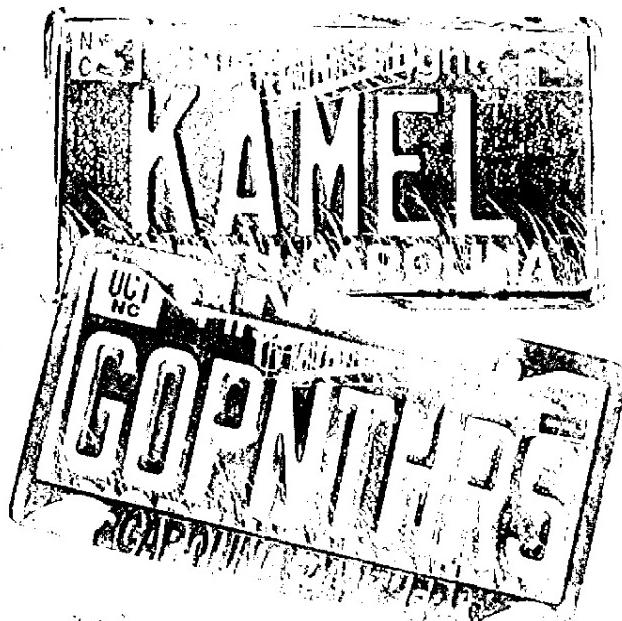
# TACOMA

Do you apply for registered  
licences plates featuring your  
expressions of individuality?  
How about those who have  
chosen to display their  
Business of Choice? In either case,  
you're not alone. People from  
**OBGYN** to **CHIROPRACTIC** and  
**RSM** to **Wrecking Crew**—  
**DODGE** to **Winston**—  
**Employer** to **Employee**—there's  
a license plate for you.  
Check out our family license plates  
from **NASCAR** to **Normie**.

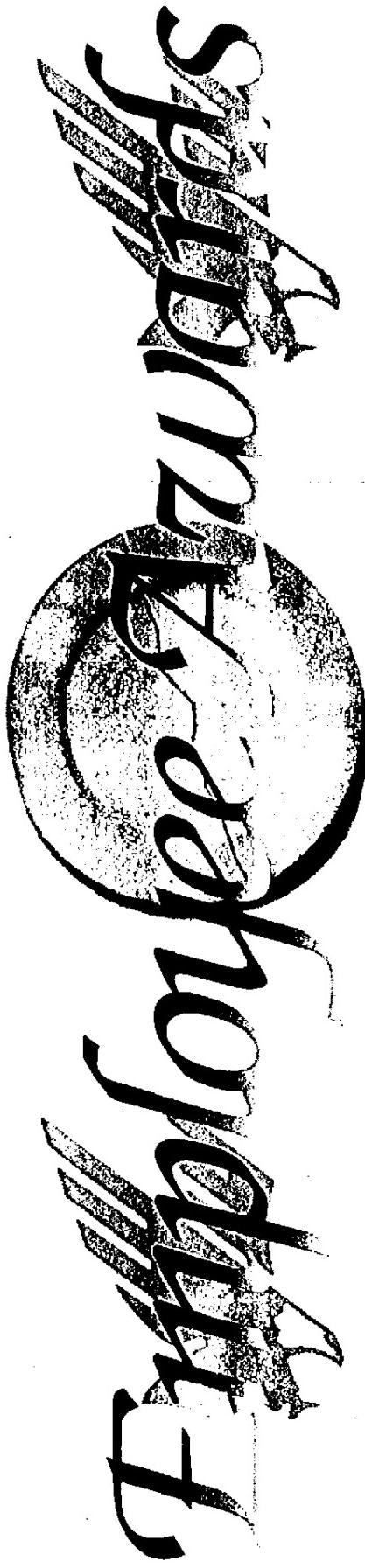
Remember, personalized plates  
are like rolling name tags.  
Stella Davis of **Obstetrics**  
has one that reads **Mrs.**  
**STELLA**.

Still other employees have  
their plate respecting their  
their company and customers.  
C. G. Winkler, master of all things  
personalized plates, reads **WINKLER**.  
Here's a small sampling of the  
employees whose license plates

Pat Imhof, an RJR representative working with  
the Richmond Vape, thinks her **IMHOFF** plate  
her respect and admiration for **NAVY SEAL** and  
Darrell Waltrip, with his **WALTRIP**  
license plate.



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James H. Wilson, executive vice president – operations of R.J. Reynolds Tobacco Co., recently hosted a luncheon to honor employees as recipients of Employee Recognition Awards — China Breaker Awards and Golden Eagle Team Outstanding Performance Awards. China Breaker Awards honor employees whose creative and innovative approach helps them break through obstacles to achieve outstanding results. Golden Eagle Team Awards honor performance that sets new standards of excellence for the company. Specifically, this award recognizes outstanding efforts to eliminate red-tape, cut cost and enhance RJR's efficiency. Following is a list of the award winners:

#### **Team Awards**

##### **China Breaker Award**

**William E. Alderman** (Retired)

**Steven M. Norman**  
Operations planning

**Lisa E. Brown**

**Sterling E. Carter**

**Percy D. Phillips**

Brands R&D

**Floyd E. Cook**

**A.P. Groll**

Sales

**Shelley W. Malloy**

Brand management

**Melanie S. Moser**

Manufacturing production planning

**William E. Routh**

Manufacturing general

**David L. Wright**

Packing engineering

For demonstrating creativity, persistence and speed in overcoming barriers that resulted in replacing a competitor's brand in one cigarette outlet, which held 80 + percent of that total business, with Salem (a gain of approximately 120 cases per week).

##### **Golden Eagle Outstanding Team Performance Award**

**Russell D. Barnes**

**Randall A. Hoots**

**Scott V. Larsen**

**Russell H. Nixon**

R&D process technology and development

**Alvis L. Bates**

Manufacturing process control general

**Steven W. Bumgardner**

Tobaccoville primary machinery and equipment

**Timmy A. Edwards**

Tobacco process engineering

**Mark T. Ingram**

**Thomas B. Manuel**

Tobaccoville primary cutting general

**R.R. McPherson**

Process engineering

**Tony D. Stewart**

Design/project management

**Randal L. Weisz**

Manufacturing equipment engineering

For outstanding performance in reducing fines generated in the primary and secondary tower systems, resulting in more than a million dollars per year in savings and improved product quality.

**Walter E. Grainger**

Packing engineering

**Everette G. Morefield**

Tobaccoville packing maintenance

**Jerry W. Pipes**

Manufacturing equipment engineering

**S. Dianne Wooten**

Central supply

For demonstrating outstanding team ability, determination and risk-taking to change the way parts were ordered for G.D. Hinge Lid-Box Packers. Successful completion of this project resulted in delivery-time reduction and savings of more than \$1,200,000.



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## *Employee Awards*

(continued from page 9)



W. Alderman



S. Norman



L. Brown



S. Carter



P. Phillips



F. Cook



A. Groll



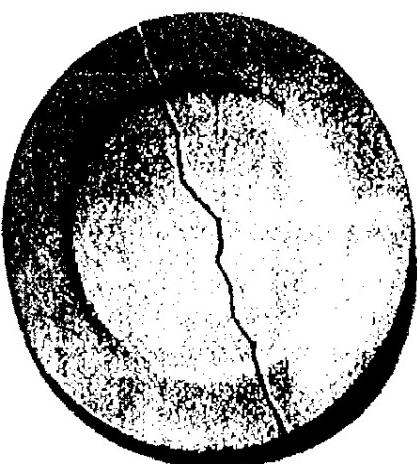
S. Malloy



M. Moser



W. Routh



D. Wright



R. Barnes



R. Hoots



S. Larsen



R. Nixon



A. Bates



T. Edwards



M. Ingram



T. Manuel



R. McPherson



T. Stewart



R. Weisz



W. Grainger



E. Morefield



J. Pipes



D. Wooten

# people

## Service awards

### 30 YEARS - MAY

**Charles S. Baldwin III**  
Distribution management

**James R. Bray**  
Tobaccoville packing maintenance

**Joe E. Doss**  
Tobaccoville making and packing

**Terry W. Drane**  
Tobaccoville making and packing

**Joseph M. Duncan**  
Central slit and clean

**Rayford F. Evans**  
Tobaccoville making and packing

**Steve A. Forester**  
Whitaker Park material control/export

**Linda C. Fulk**  
R&D planning/administration

**Robert W. Garner Jr.**  
Whitaker Park making and packing

**Edward L. Graham**  
No. 603 G-7 weekend production

**James W. Hall**  
No. 603 processing

**Rufus W. Hamlin**  
Tobaccoville process control/quality control

**Larry E. Hill**  
Tobaccoville making maintenance

**Lonnie G. Hunter**  
R&D planning/administration

**Boyd Mabe**  
Tobaccoville making and packing

**Jerry W. Manuel**  
Tobaccoville casing and cutting/cut-filler storage

**J.A. McCreary**  
Quality assurance instrumentation

**L.W. McKnight**  
Tobaccoville making and packing

**Edward S. McLeod**  
Primary operations planning

**Jack C. Miller**  
Whitaker Park material control/export

**Russell Millner Jr.**  
Tobaccoville maintenance supply

**Keith S. Moser**  
Shoresfair making and packing

**Jesse F. Needham**  
Tobaccoville making and packing

**James E. Nelson**  
Tobaccoville packing maintenance

**George C. Powers**  
Tobaccoville primary machinery and equipment

**Eddie J. Reynolds**  
Whitaker Park primary

**John F. Rice**  
Trucking general

**Dawn E. Smith**  
Disbursements accounting

**Edwin R. Smith**  
Tobaccoville primary machinery and equipment

**Gerald M. Smith**  
Tobaccoville making and packing general

**Joseph S. Thompkins**  
Tobaccoville receiving and blending

**Steven L. Tillman**  
Tobaccoville making and packing

**Mack W. Tuttle**  
Whitaker Park making and packing

**Quentin H. Venable**  
Tobaccoville making maintenance

**Roy A. Vernon**  
Product development and assessment

**Donnell A. Warren**  
Tobaccoville making and packing

**Charles E. Wiggins**  
Metals manufacturing

**C.R. Yaw**  
Sales

### 25 YEARS - MAY

**J.R. Acord**  
Sales

**Gray A. Cook**  
Technical services

**Crista W. Douthit**  
Purchasing

**James V. Maguire**  
Sales

**Vanessa S. Martin**  
No. 604 material flow - packaging

**C.W. Meadows**  
Sales

**E.J. O'Connor**  
Sales

**Kenneth D. Self**  
Design/project management

**William R. White Jr.**  
Brook Cove Storage



L. Fulk - 30



E. McLeod - 30



R. Millner Jr. - 30



D. Smith - 30



S. Tillman - 30



M. Tuttle - 30





R. Vernon - 30



D. Warren - 30



W. Adams III - 20



W. Jarvis - 20



J. MacFarland - 20



D. Mickey - 20

**William R. Jarvis**  
R&D process technology  
and development

**Cynthia M. Lash**  
Technical services

**Janice C. Lisenby**  
Mail services

**Eddie R. Lynch**  
Technical services

**Jerald R. MacFarland**  
Creative services - photo

**Regan McDuffie**  
Tobaccoville final blended strips/  
casing and drying

**David D. Mickey**  
Product development  
and assessment

**Jackie S. Miller**  
Pack opening

**Bonnie R. Nash**  
No. 604 presses

**Donna C. Oakley**  
R&D process technology  
and development

**Charles W. Pruitt**  
RCFCU administration

**James S. Thomasson**  
Operations

**Ronald G. Walker**  
Brook Cove Storage

**Jimmy H. Warden**  
No. 603 G-7 production

**Micheal A. Warren**  
Manufacturing technical services

**Johnny P. Williams**  
RCFCU administration

### 15 YEARS - MAY

**Lisa B. Alviola**  
Tobaccoville making and packing  
electrical maintenance

**Janet W. Bottoms**  
RCFCU administration

**Kay B. Broom**  
Trade marketing

**Michael L. Buckler**  
Sales

**D. Gray Burcham Jr.**  
Tobaccoville production support  
maintenance

**Michael T. Chunn**  
Tobaccoville primary electronics  
and instruments

**John L. Clerici**  
Sales

**Walter G. Coble**  
Tobaccoville making and packing  
electrical maintenance

**Vivian L. Davis**  
Tobaccoville making and packing  
electrical maintenance

**Susan H. Flynt**  
Packaging R&D lab

**Thomas W. Goudreault**  
Sales

**Debbie H. Hayes**  
Packaging technology

**Vicky S. Hicks**  
Administrative and facilities  
services

**William E. Hudspeth**  
Tobaccoville making and packing  
electrical maintenance

**Robert E. Hunter Sr.**  
Utility services

**Michael W. Jarrell**  
No. 604 engineering maintenance

**John G. Kuchem**  
Sales

**Edward T. Lenehan**  
Sales

**William B. Love**  
Process engineering

**Carolyn J. Mock**  
Sales

**Carol C. Novosad**  
Engineering

**Tamara R. Reed**  
Brands R&D

**David B. Riser**  
Sales

**Stanley C. Rogers**  
Sales

**Ronald L. Rowe**  
Design/project management

**Douglas W. Shouse**  
Savings brand management

**Jeannette W. Smith**  
Sports Marketing Enterprises  
general

**Mark A. Snow**  
Operations technical training

**Deborah D. Sturdivant**  
No. 200 presses and cutters

**Callie B. Terry**  
Manufacturing financial services

### 10 YEARS - MAY

**Kim R. Beauchamp**  
Safety and health

**Brenda V. Gordon**  
Facilities planning services

**Christopher J. Gunzenhauser**  
Marketing operations

**Derek D. Hicks**  
Sales

**Darwin J. Jelinek**  
Sales

**Kathryn A. Premo**  
Sales financial services

**Freda J. Scott**  
Market research

**Eric D. Venooker**  
Sales

**Alfred White**  
Purchasing

**Crystal R. Wudyka**  
Sales

**Philip L. Ziesemer**  
Sales financial services

### 5 YEARS - MAY

**Judy P. Albert**  
State government relations

**Hubert F. Bonfili**  
Human resources

**Kelly Harper**  
Sales

**Mandee R. Skeen**  
No. 604 packaging design

**Sirlonia O. Stevens**  
Sales/marketing support systems

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## Promotions & appointments

### BRAND-MEDIA-DIRECT MARKETING

**Martha B. Burwell**  
to senior marketing manager

**Cressida J. Lozano**  
to assistant marketing manager

### BUSINESS DEVELOPMENT

**Amy R. Brown**  
to assistant information manager

**Diane D. Carrick**  
to executive assistant

**Melinda A. Simmons**  
to vice president - marketing

### BUSINESS STRATEGY AND PLANNING

**Jeannie Y. Marshall**  
to senior information manager

### DISTRIBUTION AND LOGISTICS

**Sandra S. Appelbe**  
to associate distribution analyst

**David I. Gramley**  
to manager - vendor managed processes

**Constance K. Owens**  
to associate distribution analyst

### EMERGENCY SERVICES

**Danny W. Flynt**  
to manager - security services

### ENGINEERING

**M. Keith Farris**  
to director - design and project management

### ENGINEERING DESIGN

**David D. Bruce**  
to engineering technologist III

### ENVIRONMENTAL AFFAIRS/SUPPORT SERVICES

**William C. Howard Jr.**  
to principal engineer

### FINANCE AND ACCOUNTING

**Craig T. Hill**  
to director - sales financial services

**E. Kenan Whitehurst**  
to director - marketing financial services

### FINANCE AND TREASURY

**Charlotte M. Clubb**  
to customer service coordinator

**Lisa M. Handy**  
to disbursements senior specialist

**Rhonda L. Hartman**  
to customer service senior specialist

**Deborah E. Williard**  
to credit manager

### HUMAN RESOURCES

**Phyllis P. Jones**  
to senior human resources administrator

**Linda H. Matthews**  
to human resources administrator

### INFORMATION RESOURCES

**Tina R. Alley**  
to senior programmer/analyst

**Jacqueline Anglin**  
to lead programmer/analyst

**Michael A. Asbury**  
to senior programmer/analyst

**Thomas R. Barbee**  
to systems technical specialist II

**Jo Ann G. Bennett**  
to information resources support analyst III

**Harriet H. Brooks**  
to information resources support analyst I

**Paul E. Clark**  
to principal systems analyst

**Richard E. Davidson**  
to principal programmer/analyst

**Patricia A. Flynt**  
to systems technical specialist III

**Saad D. Hamdan**  
to senior programmer/analyst

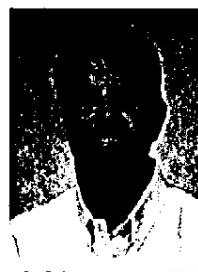
**Larry R. Isom**  
to senior systems technical specialist

**Johnnie J. Jackson**  
to systems support specialist III

**Charles W. Jenkins Jr.**  
to lead systems technical analyst

**Richard W. Joyce**  
to programmer/analyst III

**Joel T. Kiger Jr.**  
to information resources support analyst II



**J. Thomasson - 20**



**J. Williams - 20**

**Lyudmila F. Klimnik**  
to senior programmer/analyst

**Michael G. Kingman**  
to lead programmer/analyst

**Robert E. Leath**  
to lead systems analyst

**Nandakumar B. Menon**  
to principal programmer/analyst

**Robert E. Mitchell**  
to senior programmer/analyst

**James A. Morris**  
to senior programmer/analyst

**Kathy W. Pardue**  
to lead systems technical specialist

**Merle R. Scott**  
to information resources support analyst III

**Pamela G. Smith**  
to programmer/analyst II

**Elizabeth S. Tedder**  
to senior programmer/analyst

**Susanne D. Thatcher**  
to lead programmer/analyst

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**Lillie N. Williams**  
to systems technical specialist II

**Suzanne C. Wood**  
to lead programmer/analyst

### INFORMATION SERVICES AND PRODUCTION PLANNING

**Dennis D. Coone**  
to senior systems technical specialist

**Paulette C. Inman**  
to systems technical specialist III

### INTERNATIONAL SUPPORT

**Mark T. Brannock**  
to systems technical specialist III

**Linda D. Hairston**  
to international support coordinator

**Bonita N. Lashmit**  
to international support coordinator

**Luis E. Timothee**  
to manager - general accounting

**Carla H. Warrick**  
to senior financial analyst

**Cathy L. White**  
to financial analyst

### LEAF OPERATIONS

**Jean S. Blakney**  
to financial specialist

**Jacalyn W. McCloud**  
to senior financial specialist

### MAKING AND PACKING ENGINEERING

**Roy J. Bowman**  
to machinist "A"

**Wayne R. Hamilton**  
to machinist "A"

**Keith G. Looper**  
to machinist "A"

### MANUFACTURING PRIMARY

**Collett Ellis Jr.**  
to primary operator "B"

**Daniel L. Hauser**  
to IVO/CRT operator

### MANUFACTURING TOBACCO PROCESSING

**Larry J. Agee**  
to senior staff technologist

**Helena J. Carter**  
to process tester "A"

**Edward L. Graham**  
to blending equipment operator

**Scott R. Koch**  
to engineering senior technologist

### OPERATIONS FINANCE

**Karen B. Dillon**  
to financial analyst - intermediate

**Doris P. Phillips**  
to financial analyst - intermediate

### PROJECT MANAGEMENT

**Ronald A. Harris**  
to senior project manager

### PUBLIC RELATIONS

**Joan C. Rutledge**  
to manager - graphics

### PURCHASING AND SUPPORT SERVICES

**Albert J. Hairston**  
to facilities operations coordinator

**Carol S. Jessup**  
to purchasing assistant

### QUALITY ASSURANCE

**Donald R. Bryant**  
to master technician

**Ronnie L. Case**  
to master technician

**Frances L. Cloud**  
to master technician

**Linda G. Merritt**  
to master technician

**Reba M. Perrell**  
to master technician

**Paula S. Simmons**  
to master technician

**Rebecca T. Slate**  
to master technician

**Ronnie L. Tilley**  
to quality assurance technologist III

**Egbert A. Turner Jr.**  
to quality assurance technologist II

### RCFCU

**Jeanette D. Byerly**  
to senior financial assistant - RCFCU

**Sue B. Darby**  
to senior administrative assistant - RCFCU

**Dawn S. Evans**  
to senior collections

assistant - RCFCU

**Laneta S. Jones**  
to loan officer - RCFCU

**Norma J. Lisenby**  
to associate internal auditor - RCFCU

**Donna M. Nall**  
to senior financial assistant - RCFCU

**Sherry L. Sellers**  
to call center team leader - RCFCU

**Molly D. Thompson**  
to senior desktop publishing administrator - RCFCU

### RJR PACKAGING

**Grady E. Barney**  
to laminating/coating operator

**Ryan W. Boyer**  
to cylinder preparer

**Monle H. Burrow**  
to laminating/coating helper

**Linda W. Chambers**  
to principal production assistant - packaging

**Joseph K. Dezarn**  
to rotogravure press helper

**Argentina R. Hauser**  
to slitter helper - packaging

**Joseph B. Musgrave**  
to laminating/coating operator

**Billy G. Parrish**  
to laminating/coating operator

**Larry R. Pilcher**  
to slitter operator - packaging

**David K. Reich**  
to extruder operator - packaging

**Larry J. Robertson**  
to slitter helper - packaging

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**Billy R. Speaks**  
to assistant rotogravure  
press operator

**Judy B. Speer**  
to principal production  
assistant - packaging

**Jerry A. Stockton**  
to rotogravure make-ready  
and cylinder inspector

#### SALES

**Steven R. Brown**  
to retail manager - field  
sales - Louisville, Ky.,  
division

**Stephen M. Cohen**  
to retail manager - field  
sales - New Orleans, La.,  
division

**Michael Scott Doman**  
to retail manager - field  
sales - Canton, Ohio,  
division

**Jon C. Fleck**  
to retail manager - field  
sales - Fort Wayne, Ind.,  
division

**J.M. Lanterna**  
to key account manager -  
Southern Los Angeles,  
Calif., chain division

**Terrence A. Leduc**  
to division sales manager -  
Columbus, Ohio, division

**Christopher G. O'Leary**  
to retail manager - field  
sales - Dallas, Texas,  
division

**Susan L. Pagone**  
to division sales manager -  
East Chicago, Ill., division

**Baron C. Riddle**  
to account manager - field  
sales - Seattle, Wash.,  
chain division

**Jeanne M. Swisher**  
to account executive

**William T. Waddell**  
to region operations  
manager - Southern  
California region operations

**Charles E. Watson**  
to region operations  
manager - Chicago, Ill.,  
region operations

**Dale N. Wilkie**  
to account manager - field  
sales - Boston, Mass., chain  
division

#### SAVINGS BRANDS

**Pamela B. Settle**  
to executive assistant

#### SPORTS MARKETING

**Mary R. Casey**  
to assistant manager -  
Sports Marketing Enterprises

**Mitchell G. Cox**  
to assistant manager -  
Sports Marketing Enterprises

**Robert S. Goodman**  
to assistant manager -  
Sports Marketing Enterprises

#### Retirements

**Charles W. Adkins**  
Cigarette manufacturing,  
32 years

**Delores M. Alford**  
Cigarette manufacturing,  
30 years

**Bernard R. Burgess**  
Plant No. 200, 38 years

**Emma S. Eaton**  
Plant No. 200, 18 years

**Thomas W. Gray**  
Production recovery  
operations factory services,  
23 years

**Erling Hansen**  
Field sales, 30 years

**Doris C. Hill**  
Plant No. 604, 18 years

**Ray W. Hudspeth**  
Plant No. 200, 35 years

**Monroe Martin**  
Whitaker Park cigarette,  
30 years

**Clifton A. Myers**  
Plant No. 200, 20 years

**Wilmoth G. Wagoner**  
Plant No. 604, 18 years

#### In memorium

**Lester H. Williams Jr.**,  
47, a making machine  
operator - Protos in  
manufacturing at  
Tobaccoville, died April 30.  
A resident of Winston-  
Salem, N.C., he had 22  
years of service with the  
company.

## T. Wayne Robertson Memorial Fund created

A Memorial Fund has been established in honor of T. Wayne Robertson, who died last year. The fund will be used to support the Winston-Salem Foundation's annual "Preview" benefit, which funds local charities. Robertson, a former director of the foundation, was presented the T. Wayne Robertson Award at the Winston-Salem Foundation's annual "Preview" benefit.

The Winston-Salem Foundation will accept and administer contributions from individuals and corporations in addition to a percentage of the proceeds from the Preview. An advisory committee will determine the direction of its funds.

"The Preview was always an important part of T. Wayne's life," Pennell said. "He took a lot of pride in the good that came from it. We can think of no better way to honor T. Wayne's memory than to rename the Preview in his honor and to direct a portion of its proceeds to the T. Wayne Robertson Memorial Fund."

Contributions to the T. Wayne Robertson Memorial Fund can be sent to:

**T. Wayne Robertson Memorial Fund**  
**The Winston-Salem Foundation**  
**860 W. Fifth St.**  
**Winston-Salem, N.C. 27101-2506**

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# NASCAR Winston Cup Series

## Employee drops the green at the Winston Open

Imagine standing next to a stockcar as the roar of its 700-horsepower engine jolts through your body. Now imagine standing above 30 stockcars as they accelerate to speeds over 100 miles per hour.

As winner of the 1998 Racestarter Contest, William Hanson of information resources had the chance to experience just that. Along with the chance to wave the green flag to start the Winston Open — the qualifier race immediately prior to The Winston — Hanson and a guest were treated to a limousine ride to the Charlotte track and luxury box seats.

"I have been with the company almost 19 years," said Hanson after winning the Racestarter Contest. "Each year Sports Marketing Enterprises has run this contest I have entered. I am thrilled to have finally won!"

The Winston is the only "all-star" event of the NASCAR Winston Cup Series — consisting of a minimum of 19 drivers who have won races or championships in the NASCAR Winston Cup Series, in addition to one driver who transfers by winning the Winston Open. ■



Longtime NASCAR fan and information resources employee William Hanson won the chance to drop the green flag at the Winston Open. (Inset) Hanson and his daughter, Jenny, stop during their garage tour to meet Richard Petty (right) — Hanson's favorite driver.

## Caravan

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